

BENTON HARBOR CASH MARKET
BENTON HARBOR, MICHIGAN

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BENTON HARBOR CASH MARKET FRUIT & VEGETABLE SUMMARY
1954 Season, June 1 to October 24

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The total cash value of all commodities sold on the Benton Harbor Cash Market during the 1954 season amounted to \$7,572,189.00. This was near the 10-year average (1944-53) values, being only 2% less. However, 1954 total values declined 17%, or \$1,544,283 from the near record 1953 sales.

Spring frosts at blossom time curtailed yields on fruit and berries to varying degrees. Strawberries, which in recent seasons have been the leading cash value crop, were especially hard hit. Also, dry weather in late summer and fall of 1953 injured stand of strawberry plants. The reduction in yields of many of the fruit and berry crops resulted in decline of volume moved over the Market and was the principal factor in lower value of 1954 sales as compared to 1953.

The 1954 total movement over the Market amounted to 4,917 carlot equiv., which was 14% below the 1953 volume of 5,723 carlots and 20% less than the 10-year avg. of 6,125 carlots. The total number of packages handled over the Market during the 1954 season amounted to 4,198,637 packages and was near both the 1953 count of 4,330,995 and the 10-year avg. of 4,114,365 packages. The increase in tomato volume packed in small containers kept the package count up.

Tickets were issued to 4,691 day buyers during the 1954 season, a decline of 17% from 1953's 5,680 buyers and 14% from the 10-year avg. Grower loads amounting to 77,900 were handled over the Market during the past season, which was around 13% less than both 1953 and the 10-year average.

Brief marketing highlights on principal commodities are as follows:

Tomatoes took over top cash to grower value position in 1954 with sales of \$1,866,966, exceeding strawberries, which have been in the lead since 1951. Tomato volume was second, with 1,174 carlot equiv. - being exceeded only by a narrow margin by peaches. The very early movement which usually returns the best prices were curtailed due to spring frosts, killing many initial plantings. Thus the marketing period for high prices on early movement was less than usual. Drought conditions in the South, especially in the Missouri, Kansas, Oklahoma areas sustained demand during heavy production period in the latter part of August and in September. A decrease in processor demand and increase in the fresh market were the principal factors in the increased movement. The 1954 volume by packages were: 8-qt cartons 966,749, or 387 carlot equiv.; 12-qt bkt 703,405 or 502 carlot equiv.; 8-2qt crates 142,508 or 285 carlot equivalents.

The strawberry movement amounted to 306,067 16-qt crates or 510 carlot equiv. This was 44% below 1953 movement of 922 cars but only 8% below the 10-year avg. of 558 cars. The 1954 weight avg. price per 16-qt crate amounted to \$5.45 as compared to \$4.46 in 1953 and \$4.49 for the 10-year avg. Spring frosts reduced size of this season's crop and with the short crop, prices were higher.

The 1954 Peach movement amounted to 489,733 bushels or 1,324 carlot equiv. and was first place in volume of all commodities sold over the Market. The 1954 volume was 20% less than the 1953 crop of 1,533 cars and 51% less than the 10-year avg. of 2,514 cars. Red Havens amounted to 184 cars as compared to 185 in 1953, practically the same, while all the other varieties showed decline in movement. The Halchavon movement amounted to 348 cars as compared to 438 cars in 1953; Elbertas totaled 543 cars as compared to 738 cars in 1953; Golden Jubilees totaled 53 cars as compared to 65 cars in 1953, and other varieties amounted to 98 cars as compared to 107 cars a year ago. Michigan peach production is still declining due to the 1950 winter kill damage. The weighted average price per bushel for all varieties in 1954 amounted to \$2.25 as compared to \$2.35 a year ago, and \$2.07 for the 10-year avg. Marketing of the 1954 crop was impaired by excessive rains especially during the Halchavon and Elberta harvest periods, which affected condition and interfered with proper spraying to control disease.

Apples - spring frosts impaired apple set to varying degrees, sharply reducing production in Southwestern Michigan. The movement over the Market amounted to 618 carlot equiv. This was 40% less than the 1953 movement of 1,041 cars and 31% less than the 10-year avg. of 901 cars. The average weighted price per bushel of all varieties amounted to \$2.86 and exceeded both the 1953 price of \$2.55 and the 10-year avg. of \$1.80 per bushel. Early varieties, with volume near 1953, moved at higher prices. The 1954 Delicious movement exceeded the 1953 figures and much of this volume was early when prices were high. The McIntosh movement was off 43% from 1953, however, much of this was early and sold at a level above later marketings. Jonathans amounted to 187 carlot equiv. as compared to 330 cars in 1953, off 43%. Mild weather and extended rainy periods during harvest time as well as light sets resulted in below average color and condition on Jonathans.

The 1954 grape movement was down from 1953 and the average, amounting to 185 carlot equiv., as compared to 253 cars in 1953 and 350 cars for the 10-year avg. The State crop was estimated at 17% below 1953 yields but 32% above the 10-year avg. Strong processor demand was the principal factor in reduction of fresh market movement; and also in placing firm floor on values. The 1954 average prices were as follows: 12-qt bskts \$1.17; 4-qt bskts \$.53 and 8-2qt cartons \$3.12, which were above 1953 prices of \$1.12 for 12qts, \$.50 for 4qts and \$3.02 for 8-2qt cartons.

Seasonal distribution of Major items on the Benton Harbor Fruit Market. Additional copies of this summary, as well as information on other items, available at the Benton Harbor Fruit Market, Benton Harbor, Michigan

STATES	APPLES	BLACK-RASP.	BLUE BERRY	RED RASP.	STRAWBERRY	CANTALOUP
Ala.	2,845	-	-	-	-	270
Ariz.	1,500	-	-	-	-	-
Ark.	4,133	-	255	-	-	156
Colo.	1,000	-	-	-	-	-
Conn.	-	-	-	-	1,800	-
Del.	-	-	-	-	1,800	-
Fla.	173	-	-	-	-	900
Ga.	-	-	-	-	-	192
Ill.	66,806	622	1,230	4,145	43,854	Ind. 10,752
Ind.	76,662	3,021	3,352	12,560	72,414	Iowa 24,294
Iowa	72,716	-	-	-	7,275	Kans. 528
Kans.	1,831	-	-	-	-	-
Ky.	49,286	33	812	471	291	Ky. 4,699
La.	218	-	-	-	-	-
Md.	-	-	-	-	2,500	-
Mass.	-	-	-	-	2,500	-
Mich.	27,373	764	3,212	7,673	52,280	Mich. 57,794
Minn.	9,027	-	-	-	6,200	Minn. 15
Miss.	291	-	-	-	-	-
Mo.	4,889	-	-	-	7,892	Mo. 468
Neb.	13,000	-	-	-	8,000	-
N.J.	-	-	-	-	5,000	-
N.Mex.	600	-	-	-	-	-
N.Y.	-	-	-	-	20,000	-
N.Car.	-	-	-	-	-	-
N.Dak.	15,000	-	-	-	-	60
Ohio	11,346	3,154	389	2,151	53,170	Ohio 7,202
Oklahoma	3,556	-	185	-	-	Oklahoma 159
Penn.	-	-	-	-	-	-
S.Car.	-	-	-	-	-	171
S.Dak.	15,000	-	-	-	3,000	-
Tenn.	11,346	-	63	-	4,000	-
Texas	560	-	-	-	-	5,518
Va.	616	-	-	-	-	-
W.Va.	8,011	-	-	-	-	558
Wisc.	4,183	1,461	105	3,046	8,591	Wisc. 4,790
D.of C.	-	-	-	-	-	D.of C. 1,725
Canada	-	-	-	-	3,000	-
Total	401,389	9,055	9,905	30,046	306,067	120,251

STATES	CUCU- MBERS	GRAPES	PEACHES	PEARS	PLUMS	TOMATOES
Ala.	1,048	3,420	6,145	1,187	540	132,494
Ariz.	-	-	-	-	-	-
Ark.	336	5,440	3,012	85	451	48,687
Colo.	-	5,000	-	-	-	-
Conn.	-	-	2,700	-	-	-
Del.	-	-	-	-	-	-
Fla.	400	-	701	256	425	6,064
Ga.	-	956	-	-	544	9,638
Ill.	6,717	25,366	60,708	11,155	6,979	112,672
Ind.	9,795	31,491	118,761	8,451	9,520	195,624
Iowa	3,690	7,349	15,623	4,525	1,713	24,664
Kans.	38	14,601	225	68	510	25,862
Ky.	6,483	27,811	30,904	6,228	5,525	280,401
La.	-	-	831	-	-	397
Md.	-	-	-	-	1,200	-
Mass.	2,000	-	-	-	-	-
Mich.	10,552	7,364	105,539	4,884	10,753	170,419
Minn.	-	11,270	416	-	2,125	15,582
Miss.	-	-	368	-	51	6,207
Mo.	1,833	6,454	2,145	742	2,066	102,557
Neb.	1,700	-	-	-	-	-
N.J.	1,000	-	5,000	-	-	-
N.Mex.	-	-	-	-	-	-
N.Y.	5,000	-	30,000	4,500	2,000	6,000
N.Car.	-	-	130	-	-	-
N.Dak.	-	7,000	3,000	-	-	-
Ohio	4,652	7,550	23,830	2,921	3,120	41,689
Oklahoma	2,432	15,738	3,335	390	4,271	143,546
Pa.	-	-	-	1,881	123	-
S.Car.	-	-	1,400	-	-	-
S.Dak.	-	6,000	4,000	-	-	-
Tenn.	7,242	45,163	26,559	5,106	10,779	337,857
Texas	-	-	805	-	-	739
Va.	240	1,173	1,059	1,905	1,585	1,588
W.Va.	2,005	22,348	20,561	10,650	2,308	84,950
Wisc.	3,072	19,549	7,896	1,939	1,335	65,025
D.C.	-	-	4,000	-	-	-
Canada	-	-	10,000	-	-	-
Total	70,234	271,044	489,733	66,873	67,923	1,812,662

ACTIVE SHIPPING SEASON

Apples	7/20	-	11/10	Cucumbers	7/16	-	10/5
Black Rasp.	7/2	-	7/20	Grapes	8/22	-	10/31
Blue Berry	7/15	-	9/15	Peaches	8/7	-	9/28
Red Rasp.	7/1	-	7/25	Pears	8/10	-	11/5
Strawberry	6/1	-	7/4	Plums	8/12	-	9/23
Cantaloup	8/8	-	10/1	Tomatoes	7/15	-	10/20